

REMARKS/ARGUMENTS

In view of the foregoing amendments and the following remarks, reconsideration of the above-referenced application is respectfully requested.

Claims 2, 5, 17, and 19 stand objected to because of informalities. These informalities have been corrected, accordingly, this objection is believed to be overcome.

Claims 1-3, 6, 12-16 and 18 stand rejected under 35 USC § 102(e) as being anticipated by U.S. Patent No. 5,951,643 to Shelton, et al.

Claims 4-5, 7-11, 17 and 19 stand rejected under 35 USC § 103(a) as being unpatentable over U.S. Patent No. 5,951,643 to Shelton, et al. in view of US Patent No. 6,456,305 by Quershi, et al.

Referring now to amended independent Claim 1, there is recited a method of detecting an event comprising user changes in browser-viewable non-textured visual stimuli, and evaluating at least one parameter of the non-textual visual stimuli changed by a user. U.S. Patent No. 5,951,643 to Shelton, et al. fails to teach or suggest such limitations. Rather, Shelton, et al. discloses performing data synchronization of textual data between a Web Tracking and Synching (WTS) gateway 142 and terminals 104. An exemplary teaching in Shelton, et al. is described in column 14, line 44 – column 15, line 27, whereby textual data entered by a user into a data field 1202 of a web page 1200 is synched to the WTS server 144. As set forth in the abstract, the invention of Shelton, et al., is directed to organizing and managing activities from multiple consumer browsers that are in a state-less nature.

The present invention compliments the reformatting features of Qureshi, et al. by providing the advantages of ascertaining a user's experience with the reformatting feature. However, Shelton et al. in view of Qureshi still fails to teach the present invention as claimed for the forgoing reasons.

Dependent claims 2-17 are directed to further features of the invention, including querying the parameters of the browser-viewable non-textual visual stimuli. For instance, a primary web page itself, the web page location, dimension, area, a relationship of a child web page to the primary web page, and a relative location of content within the primary and child web page, as claimed in the dependent claims. The prior art fails to teach or suggest these claimed features.

New claims 20-37 recite a computer readable medium comprising instructions for performing the present invention recited in Claims 1-18. Favorable consideration of new claims 20-37 is respectfully requested. The requisite fee for new claims is enclosed.

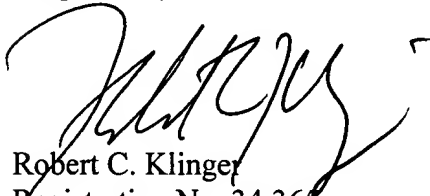
At this time, all pending claims 1-18 and 20-37 are believed to be allowable over the cited prior art, and a notice to this effect is respectfully requested.

A two-month extension of time is included herewith, along with a check for the requisite fee. Please charge any extra fees or overages to deposit account no. 50-1752.

Also enclosed is a supplemental Information Disclosure Statement for the Examiner's consideration, along with a check for the requisite fee.

If any other matters remain, the Examiner is encouraged to contact the undersigned attorney to ve these matters by Examiner's Amendment where possible.

Respectfully submitted,



Robert C. Klinger
Registration No. 34,365

Please send all correspondence regarding this matter to:

Jackson Walker L.L.P.
2435 North Central Expressway, Suite 600
Richardson, Texas 75080
972.744.2940 (Office)
972.238.3302 (Fax)